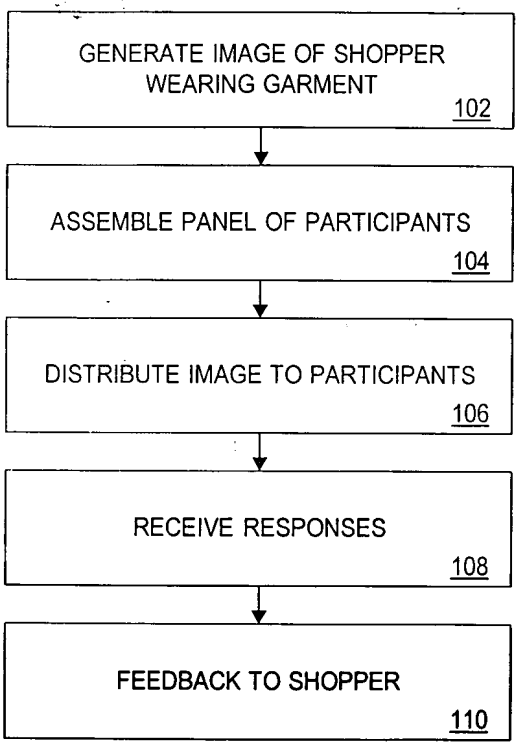
GENERATE IMAGE OF SHOPPER WEARING GARMENT
102
ASSEMBLE PANEL OF PARTICIPANTS
104
DISTRIBUTE IMAGE TO PARTICIPANTS
106
RECEIVE RESPONSES
108
FEEDBACK TO SHOPPER
110

FIG. 1

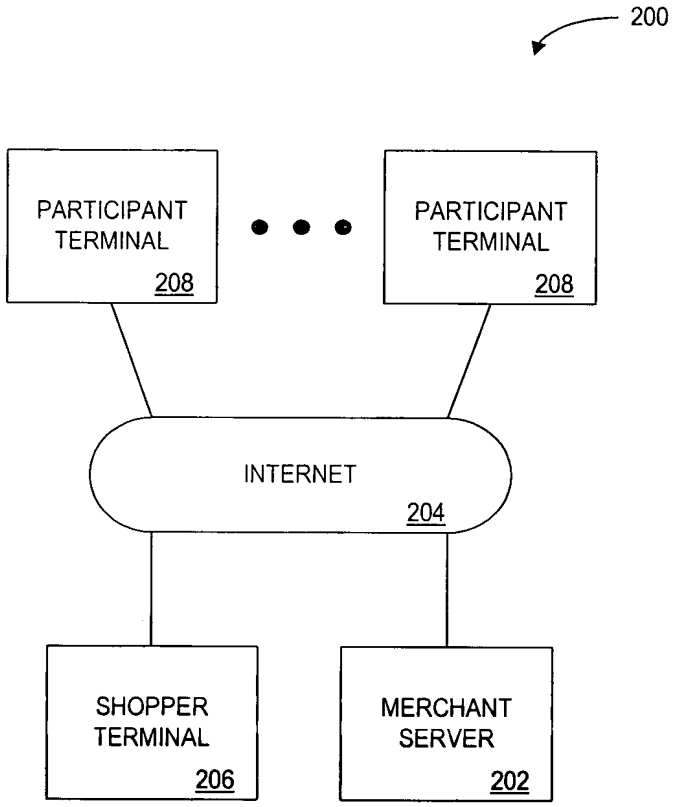
200
PARTICIPANT TERMINAL 208
PARTICIPANT TERMINAL 208
INTERNET 204
SHOPPER TERMINAL 206
MERCHANT SERVER 202

FIG. 2

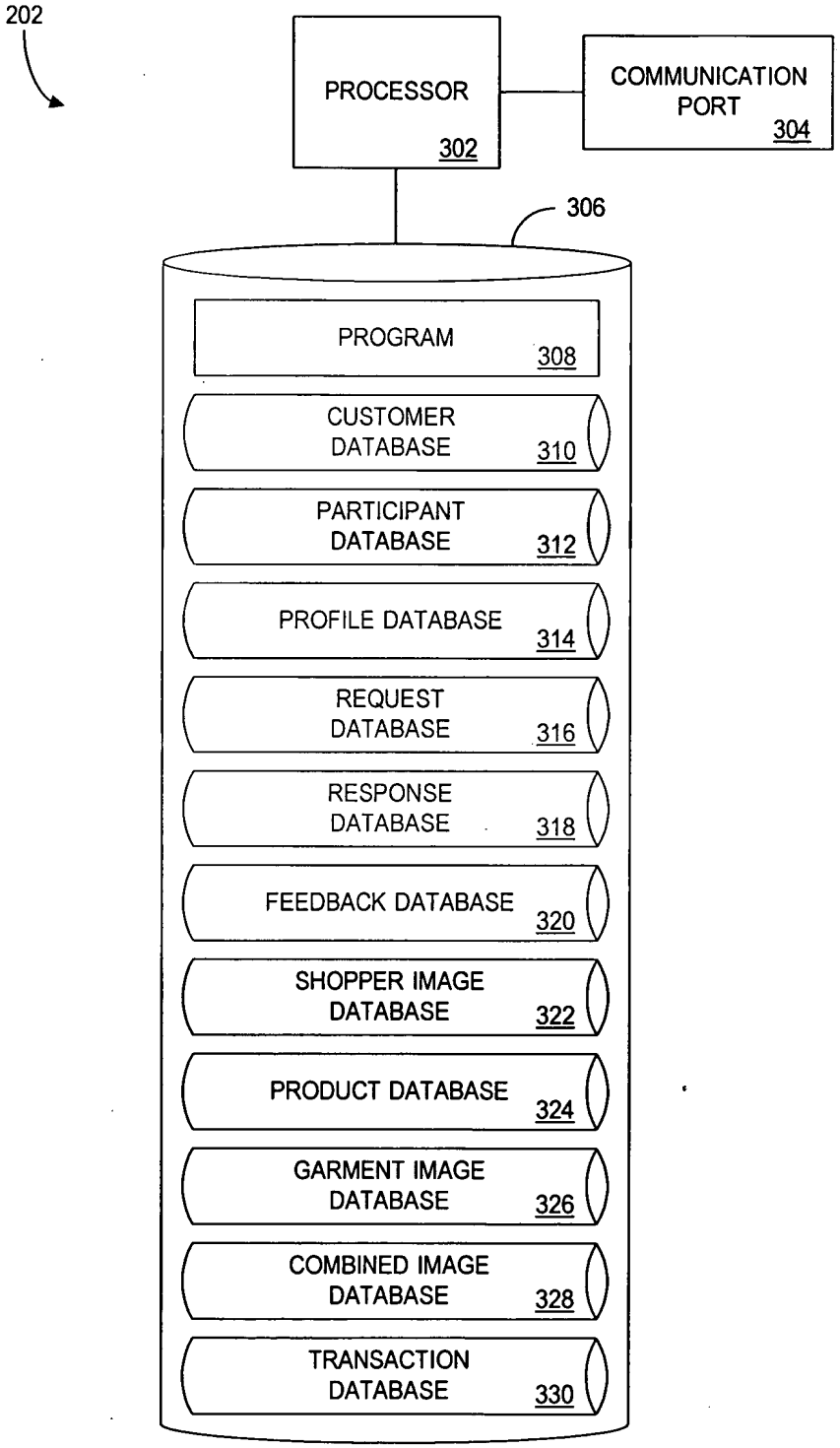
202
PROCESSOR
302
COMMUNICATION PORT
304
306
PROGRAM
308
CUSTOMER DATABASE
310
PARTICIPANT DATABASE
312
PROFILE DATABASE
314
REQUEST DATABASE
316
RESPONSE DATABASE
318
FEEDBACK DATABASE
320
SHOPPER IMAGE DATABASE
322
PRODUCT DATABASE
324
GARMENT IMAGE DATABASE
326
COMBINED IMAGE DATABASE
328
TRANSACTION DATABASE
330

FIG. 3

009290 "Bn620960

CUSTOMER IDENTIFIER 402	CUSTOMER NAME 404	ADDRESS 406	E-MAIL ADDRESS 408	CREDIT CARD NUMBER 410	IMAGE IDENTIFIER 412
C123456	ADAMS, IRENE	123 MAIN STREET ANYTOWN, CA 91234	IADAMS@ISP.COM	1111-2222-3333-4444	I234567
C234567	JONES, IRMA	456 OAK STREET LOW RIVER, NE 63124	IJONES@ISP.COM	2222-3333-4444-5555	I345678
C356890	SMITH, INEZ	789 SPRUCE STREET HUB, NJ 06363	ISMITH@ISP.COM	3333-4444-5555-6666	---

FIG. 4

009290 "Bm620960

CUSTOMER IDENTIFIER 502	PARTICIPANT IDENTIFIER 504	PARTICIPANT NAME 506	E-MAIL ADDRESS 508	RATING 510
---	P268591	BROWN, BRENDA	BBROWN@ISP.COM	2
C234567	---	JONES, IRMA	IJONES@ISP.COM	3
---	P367123	PIKE, BERNICE	BPIKE@ISP.COM	5
---	P457987	SLATER, BONNIE	BSLATER@ISP.COM	1

FIG. 5

CUSTOMER IDENTIFIER 602	PARTICIPANT IDENTIFIER 604	AGE 606	GENDER 608	INCOME LEVEL 610	SOCIAL ATTITUDES 612
C123456	---	28	F	50-75K	PARTY ANIMAL
C234567	---	58	F	OVER 100K	BUTTONED DOWN
C356890	---	22	F	25-50K	SHY
---	P268591	36	F	50-75K	VAMP
---	P367123	33	F	25-50K	BUTTONED DOWN
---	P457987	44	F	75-100K	YUPPIE

FIG. 6

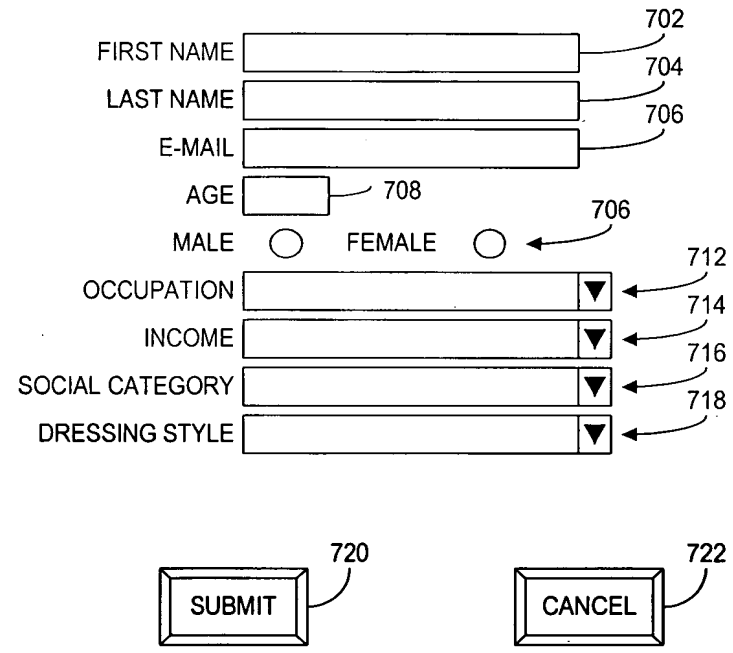
ENTER YOUR PROFILE
FIRST NAME
LAST NAME
E-MAIL
AGE
MALE
FEMALE
OCCUPATION
INCOME
SOCIAL CATEGORY
DRESSING STYLE
SUBMIT
CANCEL
702
704
706
708
706
712
714
716
718
720
722

FIG. 7

092590 "6n620960

COMBINED IMAGE IDENTIFIER 802	CUSTOMER IDENTIFIER 804	REQUEST IDENTIFIER 806	REQUEST CATEGORY 808	PANEL SIZE 810	PANEL COMPOSITION 812
I456789	C680246	R579123	YES/NO	100	HIGH SCHOOL; VAMP
I567890	C802468	R139751	RANGE	50	BUTTONED DOWN; 40-SOMETHING
I678901	C791357	R457812	OPEN-ENDED	20	YUPPIE; 30-SOMETHING
I789012	C913579	R635798	YES/NO/MAYBE OPEN-ENDED	50	VAMP; LATE 30S
I890123	C135791	R356987	RANGE	100	EVERYONE

FIG. 8

009290 "8th20960

RESPONSE IDENTIFIER 902	RESPONSE OUTCOME 904	RESPONSE TEXT 906	REQUEST IDENTIFIER 908	PARTICIPANT IDENTIFIER 910
RS975321	YES	---	R457812	C447192
RS864785	YES	---	R457812	C137263
RS548591	YES	---	R635798	P325863
RS228957	NO	---	R635798	P992543
RS191366	MAYBE	I LIKE THE CUT... BUT MAYBE THE COLOR SHOULD BE BRIGHTER	R356987	P654538

FIG. 9

009290 "8th20960

REQUEST IDENTIFIER 1002	ACCUMULATED OUTCOMES 1004	PARTICIPANT IDENTIFIERS 1006	OPEN-ENDED RESPONSES 1008	OFFER IDENTIFIER 1010	OFFER DESCRIPTION 1012
R467931	75% YES, 20% MAYBE, 59% NO	P48379; P56937; C125971; ...	I LIKE THE COLOR BUT THE SHOULDERS ARE TOO BIG; IN MY OPINION...	---	---
R397530	55% YES; 45% NO	P339017; C530246; ...	---	1347	$10 OFF

FIG. 10

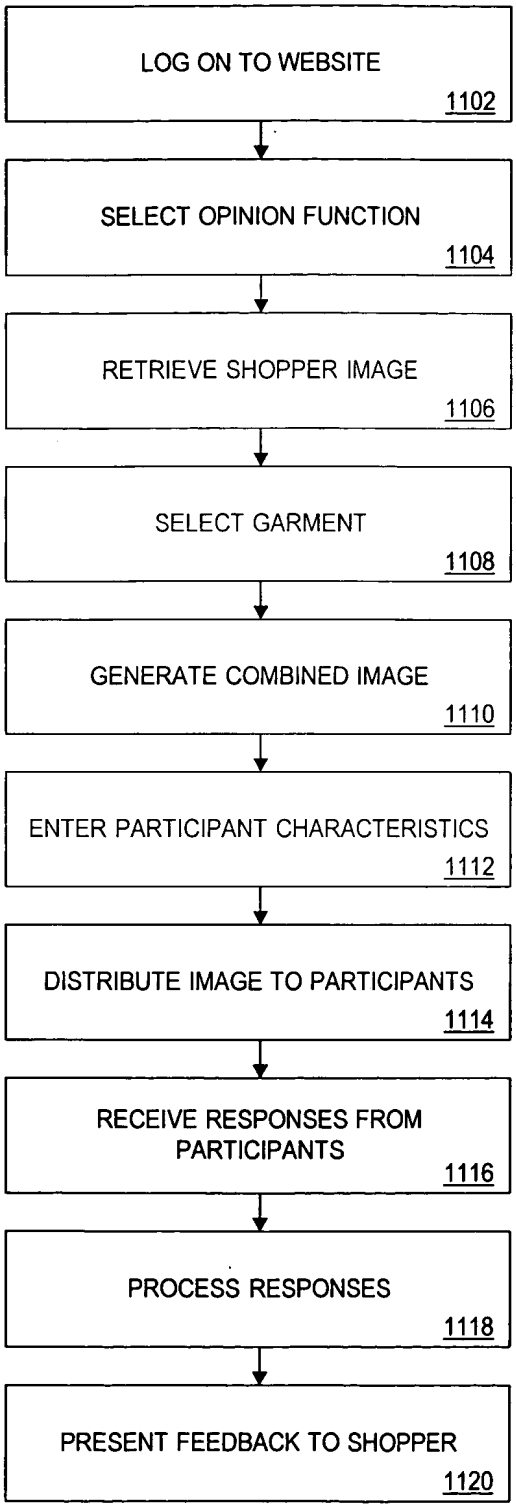
LOG ON TO WEBSITE
1102
SELECT OPINION FUNCTION
1104
RETRIEVE SHOPPER IMAGE
1106
SELECT GARMENT
1108
GENERATE COMBINED IMAGE
1110
ENTER PARTICIPANT CHARACTERISTICS
1112
DISTRIBUTE IMAGE TO PARTICIPANTS
1114
RECEIVE RESPONSES FROM PARTICIPANTS
1116
PROCESS RESPONSES
1118
PRESENT FEEDBACK TO SHOPPER
1120

FIG. 11

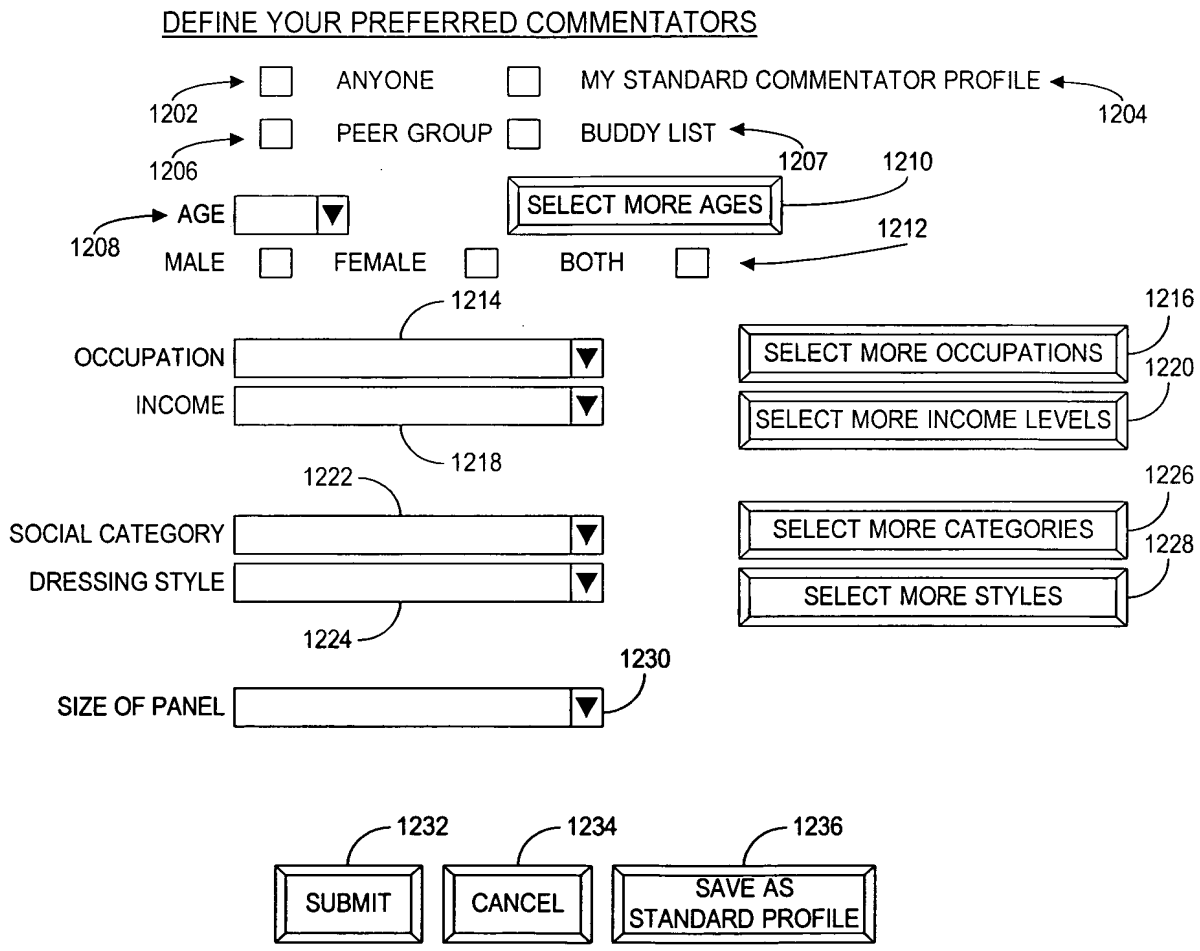
DEFINE YOUR PREFERRED COMMENTATORS
ANYONE
MY STANDARD COMMENTATOR PROFILE
1202
1204
PEER GROUP
BUDDY LIST
1206
1207
1210
SELECT MORE AGES
AGE
1208
1212
MALE
FEMALE
BOTH
1214
1216
OCCUPATION
SELECT MORE OCCUPATIONS
INCOME
1220
SELECT MORE INCOME LEVELS
1218
1222
1226
SOCIAL CATEGORY
SELECT MORE CATEGORIES
DRESSING STYLE
1228
SELECT MORE STYLES
1224
1230
SIZE OF PANEL
1232
1234
1236
SUBMIT
CANCEL
SAVE AS STANDARD PROFILE

FIG. 12

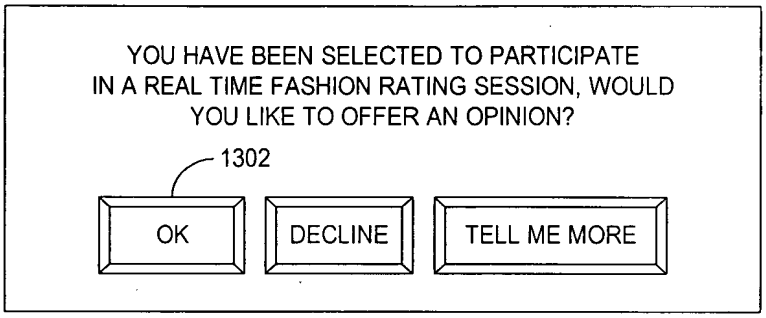
YOU HAVE BEEN SELECTED TO PARTICIPATE IN A REAL TIME FASHION RATING SESSION, WOULD YOU LIKE TO OFFER AN OPINION?
1302
OK
DECLINE
TELL ME MORE

FIG. 13

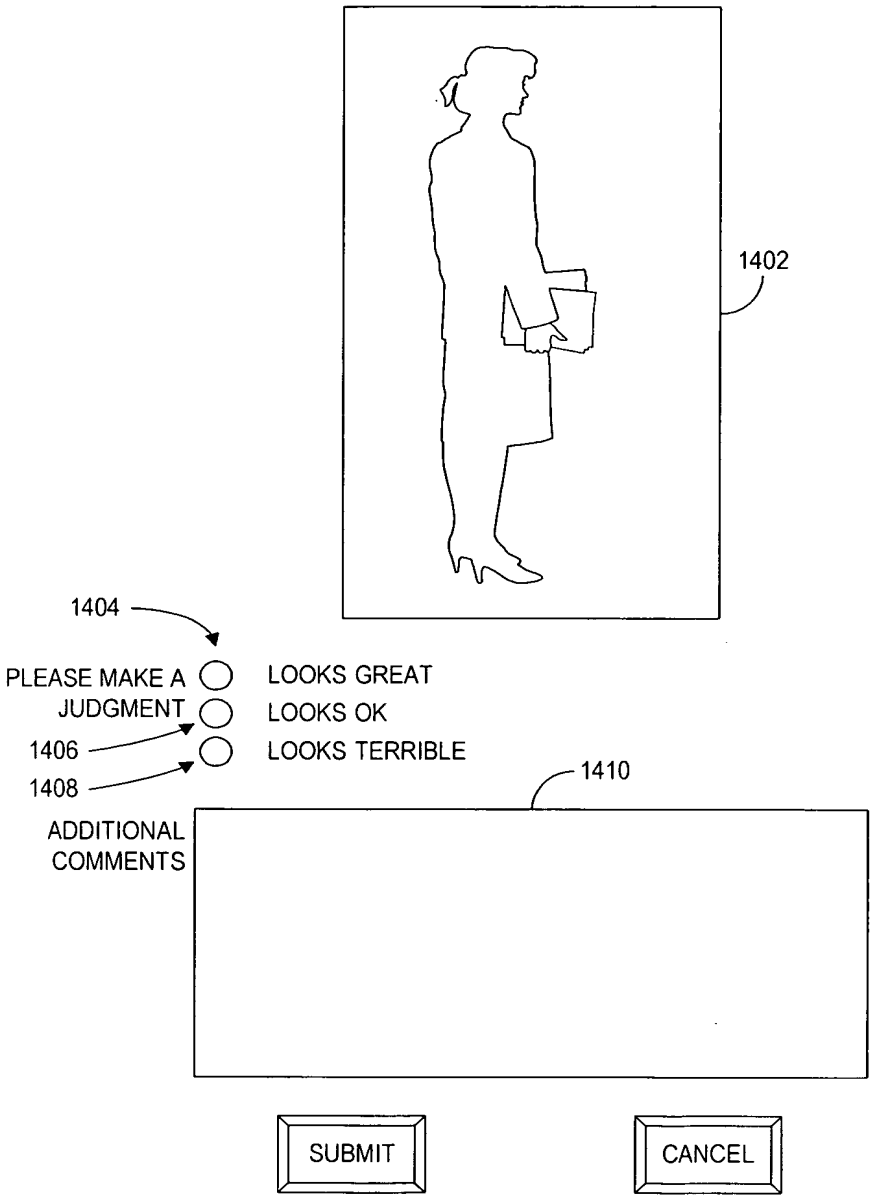
1402
1404
PLEASE MAKE A JUDGMENT
LOOKS GREAT
LOOKS OK
LOOKS TERRIBLE
1406
1408
1410
ADDITIONAL COMMENTS
SUBMIT
CANCEL

FIG. 14

09290 "8h620960

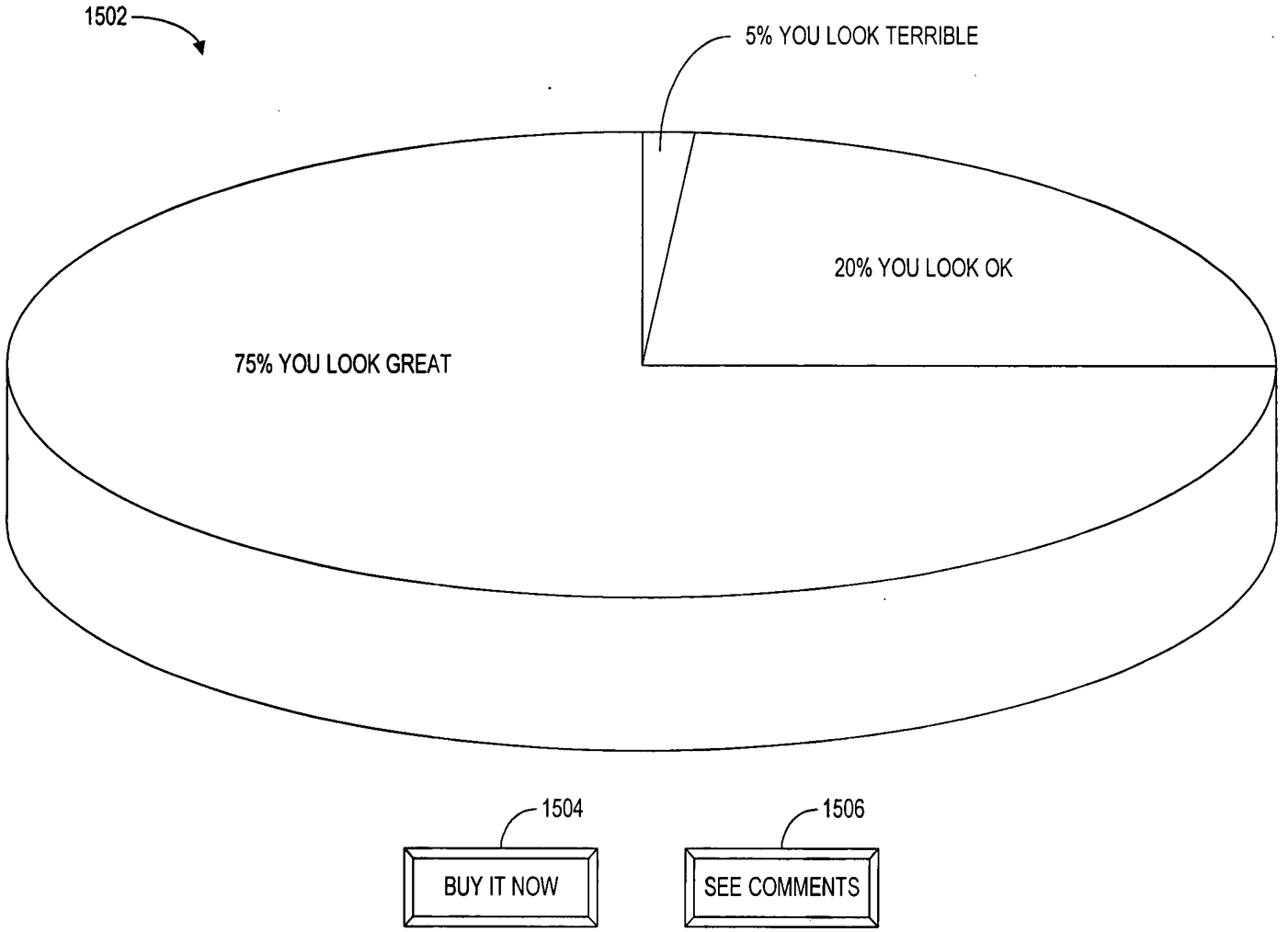

FIG. 15

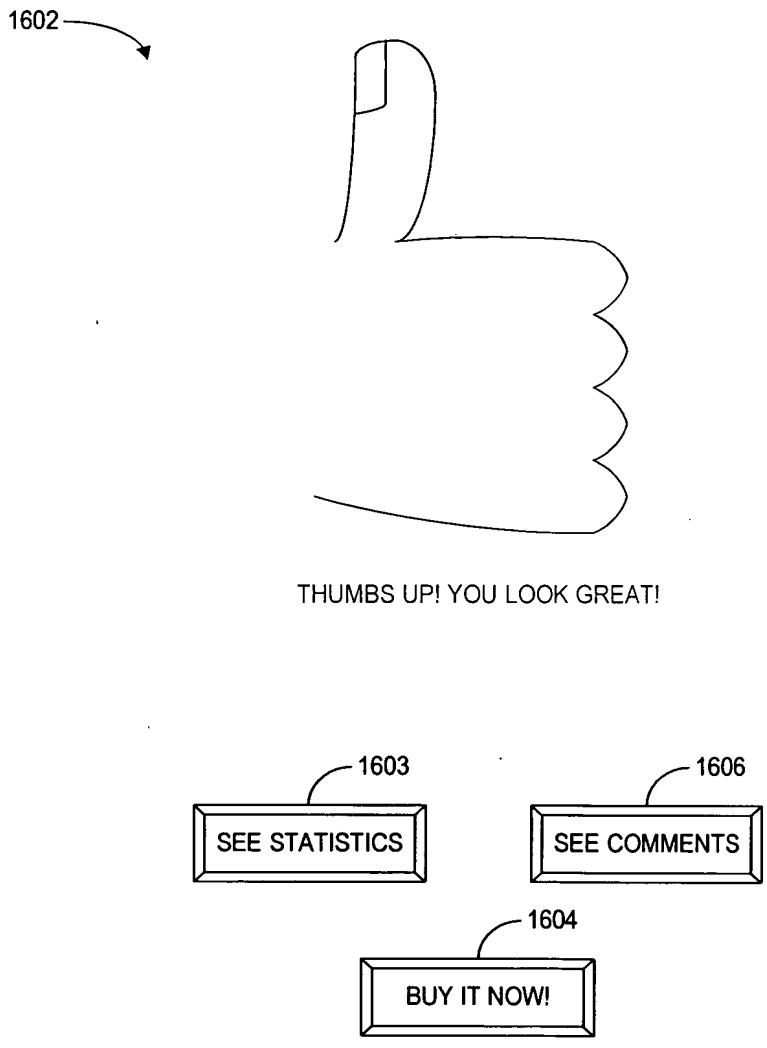
1602
THUMBS UP! YOU LOOK GREAT!
1603
SEE STATISTICS
1606
SEE COMMENTS
1604
BUY IT NOW!

FIG. 16

DO9290 "8162360

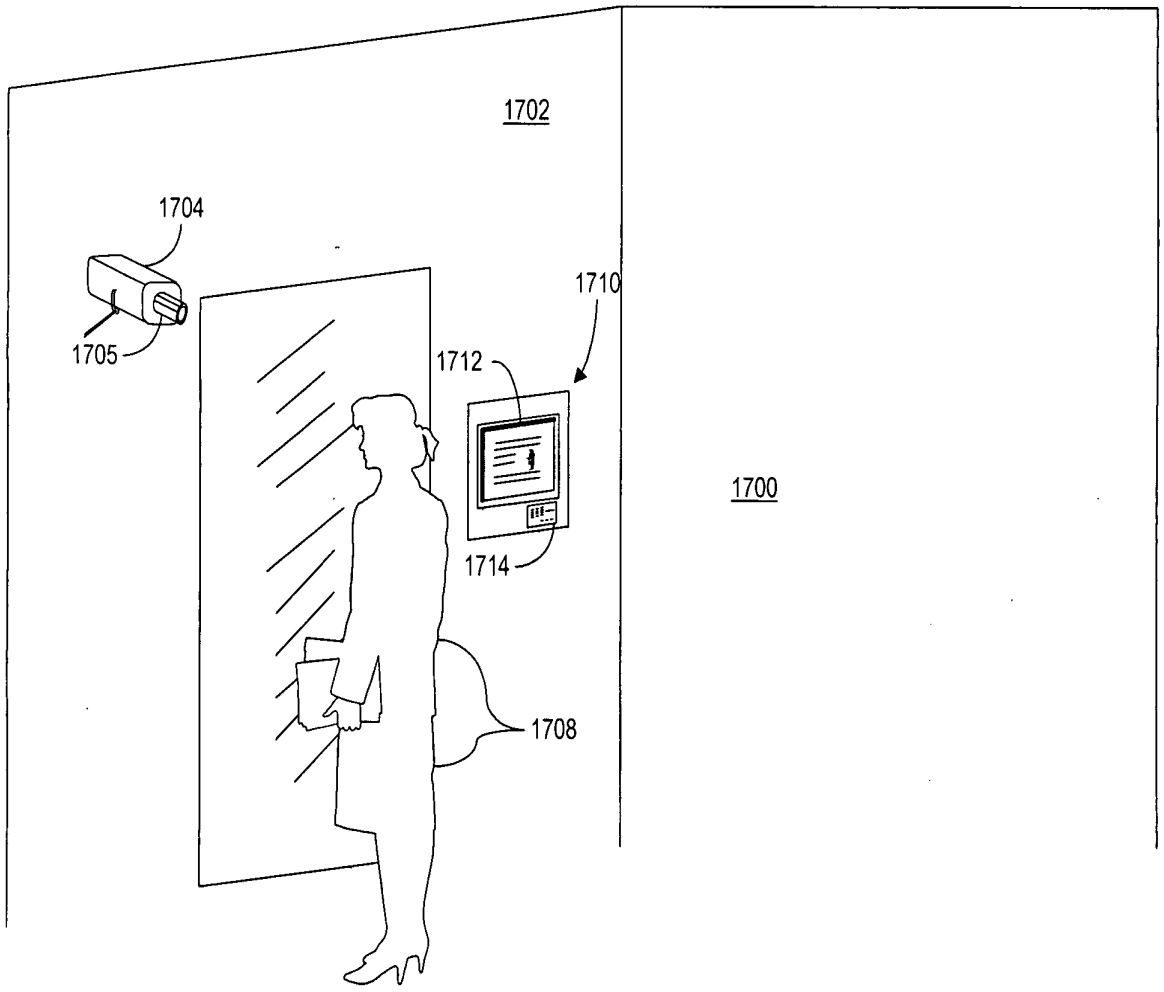

FIG. 17

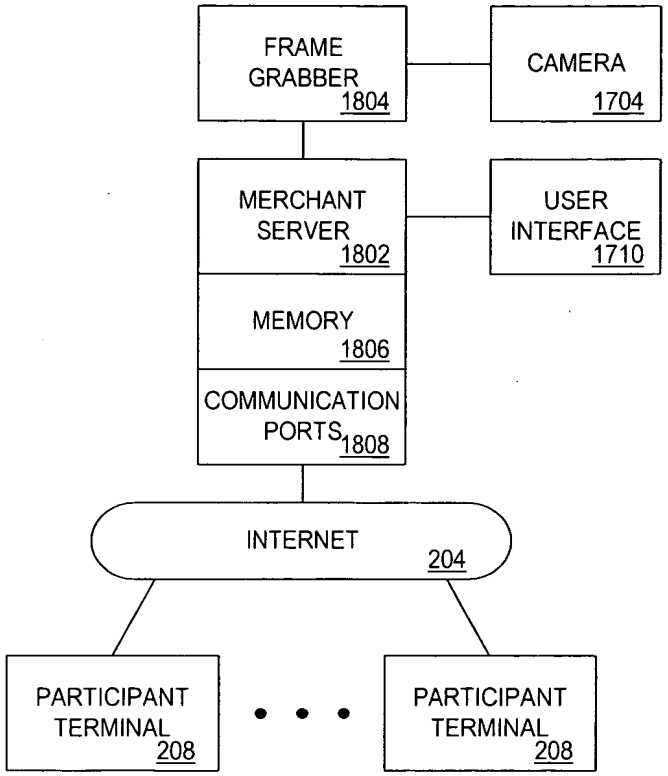
FRAME GRABBER 1804
CAMERA 1704
MERCHANT SERVER 1802
USER INTERFACE 1710
MEMORY 1806
COMMUNICATION PORTS 1808
INTERNET 204
PARTICIPANT TERMINAL 208
PARTICIPANT TERMINAL 208

FIG. 18

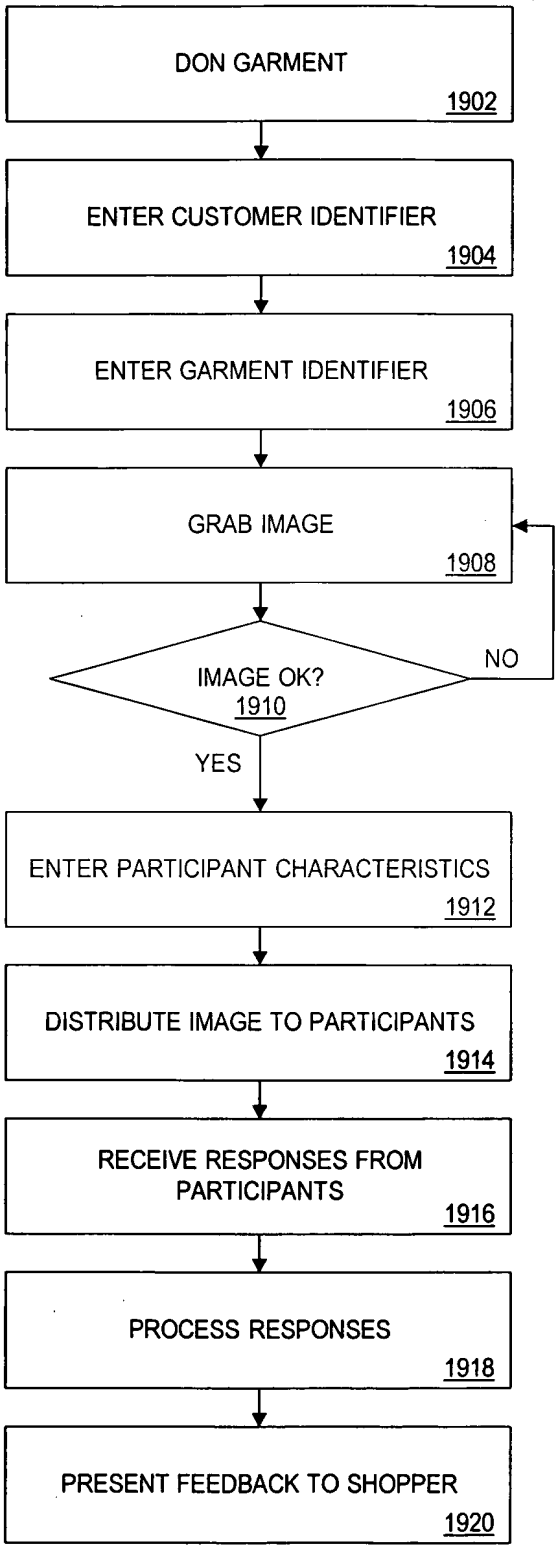
DON GARMENT
1902
ENTER CUSTOMER IDENTIFIER
1904
ENTER GARMENT IDENTIFIER
1906
GRAB IMAGE
1908
IMAGE OK?
1910
NO
YES
ENTER PARTICIPANT CHARACTERISTICS
1912
DISTRIBUTE IMAGE TO PARTICIPANTS
1914
RECEIVE RESPONSES FROM PARTICIPANTS
1916
PROCESS RESPONSES
1918
PRESENT FEEDBACK TO SHOPPER
1920

FIG. 19